

Pachinko Equipment Market in Japan: Key Research Findings 2015

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic pachinko equipment market with the following conditions:

1. Research period: From April to July, 2015
2. Research target items: Gaming machines including pachinko and pachi-slot, and other peripheral equipment
3. Research target companies: Manufacturers of pachinko machines, pachi-slot machines, and other peripheral equipment
4. Research methodologies: Face-to-face research by the expert researchers, surveys via telephone/email, and literature research

What is the Pachinko Equipment Market?

The pachinko equipment market in this research indicates a collective term of the markets of pachinko machines, pachi-slot machines, and other peripheral equipment. Note that the peripheral equipment market is a collective term of the markets of various pachinko equipment and devices installed in parlors including hall computers, ball/token supply systems, and etc.

◆ **Key Findings**

■ **Size of Pachinko Equipment Market in FY2014 Marked 1,223.2 Billion, 94.0% on Y-o-Y Basis**

The entire pachinko equipment market in FY2014 marked 1,223.2 billion yen or 94.0% of the size of the previous fiscal year, a decline by 77.4 billion yen, based on the sales of manufacturers.

■ **Pachinko Machine Market Declined Slightly, Pachi-slot Machine Market Began Decreasing by 10% After End of Continued Favorable Sales**

Size of the pachinko machine market that occupies majority of the entire pachinko equipment market declined to 643.7 billion yen in FY2014, 98.8% of the size of the previous fiscal year, based on the sales of manufacturers. The market experienced the 5 consecutive years of decline, though the decreased difference in FY2014 was much smaller than in FY2013. On the other hand, the pachi-slot machine market ended up at 425.6 billion yen in FY2014, 89.7% on year-over-year basis, reducing the market size by almost 10% from the previous fiscal year, after it enjoyed positive growth for five consecutive fiscal years until the last fiscal year. With slowdown started at the pachi-slot machine market, it is very likely that scale down of the entire pachinko equipment market accelerates.

■ **With New Opening of Parlors Became Stagnant, Peripheral Equipment Market Also Declined by 10%**

The peripheral equipment market in FY2014 marked 153.8 billion yen, 87.8% of the size in the previous fiscal year, based on the sales of manufacturers. During the period between FY2011 and FY2013, the favorable sales of pachino-slot machine market drove the installation of peripheral equipment and devices and expanded the peripheral equipment market size. However, slowdown of the pachino-slot machine market, in addition to fewer numbers of new opening parlors and of renovated large parlors, largely decreased installation of peripheral equipment and devices, which dramatically reduced the peripheral equipment market as a whole. It shows that the market slump is affected more by fewer cases of new opening parlors than tendency of larger size of newly opened or renovated parlors.

◆ **Report format:**

Published report: “Pachinko Makers Trends 2015”

Issued on: August 18, 2015

Language: Japanese

Format: 369 pages in B5 format

Price: 115,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

Contacts: Public Relations

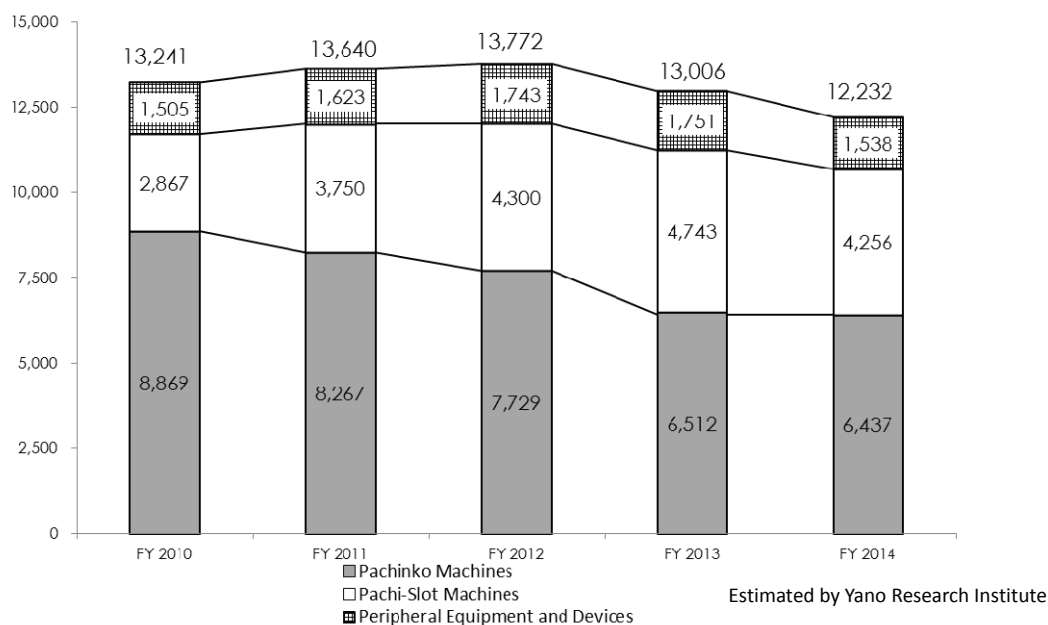
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■ **Figure 1: Transition of Size of Pachinko Equipment Market**

(Hundred Million Yen)



Notes:

1. The market size is based on the sales of manufacturers.
2. The figures are recalculated retroactively, based on the actual values in FY2013.
3. Since the figures have been rounded, some parts of the figures may not match.